



"People, Money, & Partnerships-- Survivor Edition!"

January 26 and 27, 2011

Registration information: <http://msnjdrmi.eventbrite.com>

This edition of the 12 year old New Jersey Downtown Revitalization and Management Institute will focus on Organization challenges facing every Main Street community-- making do with declining revenue from local government and other sources, while at the same time looking for new revenue opportunities. As state and local government property taxes and other revenues continue to dwindle, local revitalization organizations are being forced, sometimes for the first time, to confront their very existence. This two day seminar will help local Main Street organizations and BIDs to confront these very real challenges and emerge with specific plans to thrive in the coming year.

This two day seminar will follow a different format than the usual DRMI, where we review traditional "beginner" material on the first day and a more advanced topic the second day. Instead both days will be geared to intermediate or advanced Organization issues facing Main Street towns today as they adapt to new financial realities.

The first day we will give you some tools and processes if you are facing significant (5-20%) funding cuts. The rest of the day we will focus on diversifying and boosting revenue sources. We will do one group exercise. We'll hear from a panel of your peers who are doing exemplary fundraising activities. The end of the day will include upbeat news, when each town will be asked make a brief presentation--a three minute fundraising success story-- so you can hear from your peers about what has worked for them in the last year to boost all types of revenues for their organization.

The second day of DRMI will discuss intermediate volunteer and communication strategies to ensure you get your message out to residents, and gather and deploy more volunteers to help. We will discuss how to communicate in a crisis, getting your message to residents, and institutionalizing volunteer recruitment and orientation. There will be a panel of your peers who will discuss their recent work to gather more volunteers to their programs, and celebrate volunteers who continue to work hard. There will be one group exercise. We will have a panel where your board leadership questions will be answered. The day will end with another series of three minute success stories. Each town attending the seminar will be asked to speak for three minutes on one new communication and volunteer project that has worked well during the past year.

The conference fee includes breakfast and lunch each day as well as handouts and a CD full of useful resource materials, including articles, policies, templates, forms etc.

Wednesday, January 26, 2010— Avoiding Organizational Crisis

- 8:00-9:00 Networking, coffee/pastries
- 9:00 Welcome and introductions- *Jef Buehler, Heather McCall*
- 9:15-10:00 **Surviving a crisis while mastering twin goals:** cutting expenses and raising revenue, strategies that work. —*Donna Ann Harris*
- 10:00-10:30 **Group exercise on scenario planning:** 4 case studies of downtown organizations with differing budget sizes to ensure comprehensive downtown management and cherished downtown traditions are retained—*Donna Ann Harris*
- 10:30-11:00 **Getting ahead of a crisis:** Best practices to ensure good financial controls, create a “rainy day fund” and boosting cash flow —*Donna Ann Harris*
- 11:00-12:00 **Promoting organizational transparency:** New IRS requirements for 501c3 organizations. The IRS has recently changed the IRS 990 form which requires nonprofits to provide more information about the organization’s finances and policies to the public to promote transparency. Learn what kind of new policies are needed, and how and why your organization should comply with these new provisions. -- *Donna Ann Harris*
- 12:00-12:45 Lunch
- 12:45-1:30 **Funding your organization through and beyond crisis--** Get personal with donors to boost contributions.-- *Donna Ann Harris*
- 1:30-2:15 **Diverse funding for downtowns**—A case study panel on boosting earned revenue. Hear from a panel of downtown managers on recent efforts to diversify their revenue sources
- 2:15-3:15 **What’s new with fundraising events?** Adding components to your fundraising and special events to boost revenue —*Donna Ann Harris*
- 3:15-3:30- Break and prepare for 3 minute success stories
- 3:30-5:00 **Three minute success stories:** FUNDRAISING. Come prepared to brag about a recent fundraising success. We want to hear about any new type of fundraising effort from the last year such as: a gala, special event that nets a large profit, an end of year annual appeal, a government grant, new sponsorship effort, a new raffle etc. Your presentation will be strictly limited to three minutes. Please bring documentation, such as brochures, photos, letters etc. that can be shared with your colleagues across the state. This will be a rapid fire share-a-thon of great ideas that you can use at home tomorrow. Pick one thing you are most proud of, and come prepared to crow about it.

Thursday, January 28, 2010—Communication and Volunteers

- 8:00-9:00 Networking, coffee/pastries
- 9:00 Welcome and introductions- *Jef Buehler, Heather McCall*
- 9:15-10:15 **Crisis communication:** Ten tips for getting your story out there--*Donna Ann Harris*
- 10:15-10:45 **Let the Sunshine In:** Organizational Public Relations Best Practices-- *Heather McCall*
- 10:45-11:15 **Group exercise on media and messaging to residents:** case studies-- *Donna Ann Harris*
- 11:15-11:30 Break
- 11:30-12:00 **Benchmarking your successes:** Using reinvestment statistics to communicate about your work—*Donna Ann Harris/Jef Buehler*
- 12:00-12:45 Lunch
- 12:45-1:15 **21st Century Volunteer recruitment:** Using your work plan as a job description tool and systematizing volunteer recruitment —*Donna Ann Harris*
- 1:45-2:15 **Volunteer commitment:** Case study panel on volunteer retention and recognition efforts around the state.
- 2:00-3:15 **The Board Doctor Is In!** Your leadership questions answered! -- *Donna Ann Harris, Heather McCall and Jef Buehler*
- 3:15-3:30 Break and prepare for 3 minute success stories
- 3:30-5:00 **Three minute success stories:** VOLUNTEERS. Come prepared to brag about a volunteer recruitment/retention/recognition effort or communication success for your Main Street organization in the past year. Communication successes stories can use traditional or new media. Your volunteer success stories should show a new effort from the past year such as: how you improved your database, involved new partners, accounted for volunteer succession, ramped up your youth involvement, or other ways you increased the number of volunteers working with your program, or appreciated the ones working with you now. Your presentation will be strictly limited to three minutes. Please bring documentation, such as clippings, web sites, brochures, volunteer appreciation event articles that can be shared with your colleagues across the state. This will be a rapid fire compilation of great ideas that you can use at home tomorrow. Pick one thing you are most proud of, and come prepared to crow about it.

About the trainers:

Jef Buehler—Jef Buehler is the State Coordinator for Main Street New Jersey & Improvement District Programs. He has worked in facilitating asset based change since 1989 in American centers of urban poverty, Latin American rural areas, and more than forty communities in New Jersey, New Hampshire, New York, and California. He currently serves on the board of Downtown New Jersey, the NJ Transit Village Task Force, the NJ Historic Preservation Action Committee, and the 2010 NJ Historic Preservation Plan Advisors Committee. Jef holds an MPA in International/Community Development from Rutgers University, a BA in Peace and Conflict studies from Juniata College, and certificates in Non-Profit Management and Context Sensitive Design. Jef is a 2009 graduate of the Leadership New Jersey Program.

Donna Ann Harris is the principal of Heritage Consulting Inc., a Philadelphia-based consulting firm that works nationwide in three practice areas: downtown and commercial district revitalization, historic preservation and nonprofit organizational development. Prior to starting her firm in 2004, Ms. Harris was state coordinator for the Illinois Main Street program for two years and the manager of the Illinois suburban Main Street program for four years. During her tenure, Ms. Harris served 56 Illinois Main Street communities, led a staff of 12 and managed a budget of over a million dollars. Prior to her Main Street career, Ms. Harris spent 15 years as an executive director of three start-up and two mature preservation organizations, each with its own organizational and fundraising challenges.

Since 2004, Ms. Harris has worked with state and local Main Street programs in 17 states. She has spoken for the last six years at the National Main Street Center annual conference, and at the International Downtown Association annual meeting in 2008 and 2009. Ms. Harris has published several feature articles in The National Trust Main Street Center's monthly journal *Main Street News*: "Make Your Case: Triple Your Membership" (September/October 2010);

"Make More Money from Members," (August, 2008); "Is a BID Feasible for Your Town? Ten Questions to Ponder," (April 2007) and "A Valiant Effort" and "What You Can Do, Lessons From Illinois Main Street," (January 2005).

Her book *New Solutions for House Museums: Ensuring the Long-Term Preservation of America's Historic Houses* was published in 2007 by AltaMira Press. Ms. Harris earned a Master of Science degree in Historic Preservation from Columbia University in New York City, and a Master of Public Administration degree from the University of Pennsylvania in Philadelphia.

Heather McCall, AICP- Heather McCall is the Assistant State Coordinator/Planner for Main Street New Jersey. As part of the two-person MSNJ team, Heather serves as the primary trainer and field officer providing technical assistance to 26 designated Main Street districts throughout the state. She has over 8 years experience working on downtown issues in urban, rural, and suburban environments with an emphasis on organization and design. Prior to coming to the state program, Heather served as Executive Director for Main Street Mount Holly and worked as a finance underwriter. She holds a Masters in City & Regional Planning from the University of Pennsylvania, a BA in Sociology from the University of Alaska, and certificates in Non-Profit Management and Charrette Facilitation. Heather is a senior fellow with the Washington DC based Environmental Leadership Program.